



MWR THEME OPERATIONS

July 2004

Introduction:

Welcome to our first issue of MWR Theme Operations *E-News*, an electronic newsletter about MWR Branded Theme Operations. Currently there are over 50 MWR Theme Operations in our ever growing family of foodservice establishments. *E-News* is intended for everyone in or associated with our family of MWR foodservice brands. I encourage your participation to help make *E-News* successful by submitting any news worthy information about your quick service or casual dining restaurant.

The purpose of launching *E-News* is to provide a forum for you to share current and relevant information of your successes with other MWR branded foodservice operators. In addition to CFSC sponsored content, *E-News* will also include topics and stories you provide, such as any recognition events or celebratory news about you and your team. *E-News* articles will always strive to be direct and to the point. Our goal is to publish *E-News* on a monthly basis providing we have timely and sufficient content to report.

I strongly encourage your participation and suggestions on how you'd like to see *E-News* evolve. With your input I know we can be successful.

Sincerely,

Roger Weger
Chief, Food Services Division

Quarterly Promotions Update:

Theme Operation's current Seasonal Promotion is offering guests old favorites with flavorful updates. Strike Zones, Mulligan's, Primo's and Reggie's Express will offer a tall-stacked Chicken BLT sandwich and a zesty Chicken Fajita Pizza. Lil' Skeeters new barbecue wrap twists new flavors by using ingredients that are already featured on the regular menus, like shredded barbecued pork, coleslaw, lettuce and tomato, and rolled up in a tortilla. Full Serves like Reggie's Beverage Company and Mulligan's will also go the wrap route with its new promotion entitled, PURE WRAPTURE. Guests will choose from four different varieties, including, The All American BLT, The Italian, The Greek, and a classic Chicken Caesar Wrap. (POC: Sharon Bertschi, DSN 761-5213, e-mail:

Sharon.Bertschi@cfsc.army.mil).



Upcoming Unit Promotions:

The “Welcome Home” promotion was launched at the end of March to 12 installations that are expecting soldiers returning from deployments. This is a simple promotion designed to recognize and welcome returning soldiers by offering a food/beverage special. The elements include a Welcome Home banner, server buttons, table tents and a counter card template for the food/beverage specials.

The VIP Guest Frequent Diner Program will be launched to 33 quick serve locations in June. The purpose of this program is to generate sales and reward loyal, frequent customers. The VIP Guest card is a “Buy 6 Combo Meals and get the 7th Free” promotion. Elements include frequent diner cards, banner, table tents, server buttons and small prizes. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

6th Annual MWR Branded Theme Manager’s Conference 2004:

The 2004 MWR Branded Theme Managers’ Conference was held at the Hotel Royal Plaza, Lake Buena Vista (Orlando), Florida during the week of 18-23 April 2004. Attendees included over 30 Theme Managers, five IMA representatives, a representative of the U.S. Coast Guard, and the CFSC-BPF staff. This year’s agenda featured information on rewards, contests and incentives to build employees loyalty; ServSafe training followed by an examination to certify managers in food safety; Internal Controls, upcoming promotions, beverage management, food trends, and a vendor product showcase. Seventeen Vendors participated in the Vendors Product Showcase. The 2003 Best in Class Award Winners were also recognized at the conference. The date for the 2005 MWR Branded Theme Managers’ Conference will be announced shortly. (POC: Gloria Bailey-Davis, DSN 761-5207, e-mail: Gloria.Bailey-Davis@cfsc.army.mil).



Group Photo 2004 MWR Branded Theme Operations Attendees

Unit News

Welcome Home Promotion at Fort McCoy:

The Welcome Home Promotion kicked off on 1 April 2004. It was designed to celebrate the Homecoming of our troops from overseas deployments. The main focus of the promotion was to highlight a Food Special created by the unit manager. This promotion was scheduled to run for 60 days. “The Welcome Home Promotion is going well,” says John Miller, Business Manager, McCoy’s

at Fort McCoy. "What really helped us was when Coke USA came out with their 32oz Patriotic Cups. The troops and their families really enjoyed the specials we ran." The Welcome Home promotion was rolled out to 12 installations. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

Army Theme Operations Service Awards:

The 2003 MWR Branded Theme Operations Service Awards were presented to winners at the MWR Branded Theme Managers' Conference held 18-23 April 2004. This year's winners are:

Best in Class

Primo's Express - Fort McCoy
Strike Zone - Fort Hood
Lil' Skeeters - Fort Bragg
Mulligan's - US Army Garrison-Michigan

Most Improved

Strike Zone - Fort Belvoir

Pictured – Billy Szamborski, Donna Duffy,
(L to R) Jerry Simmons, Keith Elder,
Larry Little, and Mike Garrity



Strike Zone at Fort Belvoir Depends on Alive Promo:

"The Alive Promo electronic sign is a great asset to my Strike Zone," says Billy Szamborski, Ft Belvoir Bowling Center Manager, "It increases the sale of any item shown on the display board. I've recommended it for other facilities on Ft Belvoir." The Ft Belvoir sign features Strike Zone menu items and menu specials. Ft McCoy Primo's Express also has a sign and features menu specials and the monthly calendar of events at McCoys. The materials displayed on the screen are dynamic, incorporating color and movement to capture the patron's attention. The marketing materials are downloaded via modem to the display screen. Alive Promo is the vendor that supplies the service. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).



Billy Szamborski beside the Alive Promo sign and the cold item display case.



Happy Birthday
America!

Unit Idea

Friday Night Family Night at Fort Riley:

The Friday Night Family Night is a promotion currently being run by Shawn Mclane, Food and Beverage Manager for Rally Point at Fort Riley. Rally Point has been running this program for 2 years. These are the details to get started at your unit. It started when the AAFES Movie Theater was down for renovation. Mr. Mclane took advantage of a day part that was left vacant by the renovation. He made arrangements with AAFES to rent movies and show them during the Dinner Buffet. The target market was the family. He has an adult price and a kid's price for their normal Pizza/Pasta Buffet. After the movie he has a kid's dance night until 8:00pm. After 8:00pm everyone under the age of 18 has to leave Rally Point. During the event he has giveaways, sponsored by local businesses. Make arrangements with your local commercial sponsorship representative for giveaways. This event has proven to be very successful for Rally Point. (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil).

ServSafe Tip of the Month

Steps for Proper Handwashing:

1. Wet your hands with running water as hot as you can possibly stand.
2. Apply Soap.
3. Scrub hands and arms for at least twenty seconds.
4. Clean under your finger nails and between fingers.
5. Rinse your hands thoroughly under running water.
6. Dry your hands and arms with a single-use paper towel or warm-air hand dryer.

Note – Never wash your hands at a pot-and-pan sink, food-prep sink, or a janitor's sink. Hands should only be washed in a designated handwashing sink.

Customer Service Tip of the Month

Greeting the Guest:

The greeting should take place the moment the guest approaches the counter. The greeting must be friendly, courteous and most importantly genuine. Eye contact should be maintained as much as possible. The greeting may be personal when appropriate. If you know the guest's name it should be used with the proper rank or title as in SGM, CPT, Mr. or Ms., etc.

Opening Soon

Habanero "Mex Fresh"

Personnel from the 26th Area Support Group (Heidelberg, Germany) are developing a quick service burrito concept called, "Habanero". CFSC personnel are also engaged in this joint development venture and are assisting with the concept's menu research, planning and image/decor selection. The first Habanero "Mex Fresh" unit will open its doors later this summer in Mannheim, Germany to delight guests with overstuffed, fresh, made to order burritos and salads. Upon entering Habanero, guests will walk through a Subway sandwich-style line and watch as servers assemble their custom-made meal from an array of fresh ingredients. Classic and familiar flavors will be paired with a few zesty new twists to make an innovative and appealing menu. Habanero's focus is on freshness and guest value, wrapped up in a fun, upbeat, colorful atmosphere. MWR Theme Operations personnel expect Habanero to be extremely popular and have added it to their current portfolio of themed restaurant offerings available to MWR program managers. (POC: Roger Weger, DSN 761-5224, e-mail: Roger.Weger@cfsc.army.mil).

Transitions:

Bill Sewell returns to CFSC Business Programs Directorate as Chief, Food Operations, replacing Mr. Mark Cauthers. Previously Bill served in BP's Food Services Division as a Senior Food and Beverage Operations Analyst from April 1994 until December 1999, when he joined AMF Bowling Centers at their Corporate Headquarters in Mechanicsville, VA., as their National Director of Food & Beverage. Bill was responsible for all 400 Bowling Center food and beverage operations which generated over \$142M in revenue and \$90M in profits. His AMF operational experience included quick service, full service, catering, lounges, nightclubs and a micro-brewery.

After leaving AMF in September 2002 Bill became a District Manager in the Restaurant Division of Flying J Inc. There Bill was responsible for the day to day operations of 10 locations in the mid-west with an annual sales volume of over \$2M per location. His portfolio of operations included full serve and quick serve restaurants, as well as deli-style operations.

Bill and his wife Deb have two children, a daughter Peyton (6) and a son Will (1). In his spare time Bill enjoys bowling and golf.

Feedback:

Thank you for reading our first edition of E-news. We would like to encourage all of you to provide us with feedback. If you have anything you would like to see in E-news, please e-mail your information to George.Dickson@cfsc.army.mil.